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For Immediate Release

## MEDIA RELEASE

### **World Skills Employment Centre launches research initiative aimed at deepening employer partnerships to help newcomers integrate into in-demand labour sectors**

***- Minister of Immigration, Refugee and Citizenship Canada says, “Newcomers enrich the cultural fabric of our society.”***

**(OTTAWA)** – Over 700 newcomers are set to benefit from a newly developed three-year research project called the Sector Specific Employment Initiative (SSEI).

The initiative will be implemented by World Skills Employment Centre in partnership with the Carleton University’s Sprott School of Business as well as Recruiting in Motion, a private sector recruitment company.

The program is aimed at “enhancing labour market outcomes through sector-specific employer engagement interventions.” World Skills Employment Centre will deliver services that will engage employers and sector experts in developing solutions to address the hiring needs of employers as well as challenges faced by newcomers in securing employment.

The project is funded by Immigration, Refugees and Citizenship Canada through the Settlement Program Service Delivery Improvement stream that invests in projects that explore how to better integrate newcomers in their new communities and support the settlement sector as it recovers from the pandemic.

“Newcomers enrich the cultural fabric of our society, and are helping Canada build back better as the economy recovers from the global pandemic,” said the Honourable Sean Fraser, Minister of Immigration, Refugee and Citizenship Canada. “That is why we are investing over \$100 million over the next three years under the Service Delivery Improvement funding stream for organizations such as the World Skills Employment Centre to help position newcomers for success in their communities. Because when newcomers succeed, we all succeed.”

The Acting Executive Director at World Skills Employment Centre, Magdalene Cooman, explains that this is a very timely program, especially during the ongoing pandemic which has significantly impacted the workforce. “This research project will support the settlement sector in having a better understanding of the hiring needs of employers and how newcomers can be prepared for integration into a changing labour market,” she said. “We will analyze the labour market needs of 15 high demand sectors and create greater awareness amongst employers of the newcomer talent pool in Ottawa.” Employers can support this initiative by sharing their job postings, interviewing and hiring newcomers, mentorship, participating in networking, coaching and targeted recruitment events.

"It is our hope that the new approach/interventions will prepare clients to acquire the knowledge, skills and connections that prepare them for the Canadian labour market, promote civic engagement and create a sense of belonging," added Cooman.

The 15 sectors that will be part of this project are: Finance, Non-for profit, Business Services, Construction, Information Technology (IT), Public Administration, Healthcare, Social Assistance, Transportation, Natural and Applied Sciences, Education, Retail, Waste Management, Hospitality and Tourism and Warehousing.

World Skills' program partner, CRIW, will be conducting research and evaluation of the program's effectiveness. The research centre will be drawing on its expertise in equity, diversity and inclusion in the workplace to support World Skills. CRIW's Operational Director, Dr. Luciara Nardon, who is leading the research and evaluation project, spoke of the significance of this partnership. "We are pleased to bring our research expertise to the table to support initiatives that impact workplace inclusion efforts in the community," she said. Dr. Dana Brown, Dean at Carleton University's Sprott School of Business agrees, "Partnerships connecting academia with community organizations can lead to insights and innovative ideas to create a more inclusive, equitable and prosperous society.

In addition, Sari Cantor, partner at Recruiting in Motion, says – "Collaborating with the World Skills Employment Centre for almost five (5) years, has been beyond a privilege. Working with the participants through their job search journeys goes exceed a professional commitment. Seeing their successes as part of the Nation's Capital's workforce is a heartwarming experience and we are looking forward to continue this amazing collaboration."

For more information about the Sector Specific Employment Initiative, click [here](#).

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#### ***About World Skills Employment Centre:***

World Skills Employment Centre is a recognized leader in responding to the needs of the local labour market while promoting the skills and talents of New Canadians. Founded as an employment service for newcomers in 1997 by Local Agencies Serving Immigrants (LASI), we serve over 3000 clients annually. Our mission is to enhance the economic integration of newcomers by offering job readiness programs and building partnerships with employers to hire and retain immigrant talent. For more information, visit [ottawa-worldskills.org](http://ottawa-worldskills.org).

#### ***About the Centre for Research on Inclusion at Work (CRIW):***

The Centre for Research on Inclusion at Work (CRIW) is a research centre at the Sprott School of Business, Carleton University, focused on conducting and sharing research that advances diversity, equity and inclusion at work. By making research findings available to the public and connecting academia with the broader community, CRIW aims to advance knowledge and drive change towards more inclusive workplaces that welcome and support greater participation of all peoples. For more information, visit [carleton.ca/criw](http://carleton.ca/criw)

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